



**REQUEST FOR PROPOSALS**

**Merchandise Contractor for 2024 BC Summer Games**

**RFP Due Date: January 29, 2024**

**4:00 PM PST**

The Maple Ridge 2024 BC Summer Games Society is requesting proposals from qualifying companies to become the official Merchandise Contractor for the 2024 BC Summer Games.

Maple Ridge will welcome up to 3,723 participants (2,782 athletes, 566 coaches and 375 officials) for the 33rd BC Summer Games. For three days, the city will be alive with competitive athletic activity as youth aged 10 – 18 participate in 19 sports (including sports for athletes with a disability).

The Merchandise Contractor, through a formal agreement with the Maple Ridge 2024 BC Summer Games Society, will be the official supplier of merchandise for the Games. This includes all merchandise for sale bearing the marks of the 2024 BC Summer Games whether through retail (online and in-person) or wholesale channels.

The terms of the agreement with the Merchandise Contractor does not include participant uniforms (purchased by the sports) and does not include other items (volunteer uniforms, gifts, etc.) purchased by the Maple Ridge 2024 BC Summer Games Society, which may include the Games logo/tagline/brand.

By submitting a proposal, the business/organization agrees that, should it be the successful applicant, the business/organization will enter into a contract with the Maple Ridge 2024 BC Summer Games Society. Written notice that it has been identified as the successful applicant and the subsequent full execution of a written contract will constitute a contract for the goods or services, and no applicant will acquire any legal or equitable rights or privileges relative to the goods or services until the occurrence of both such events.

The term of the contract is **from date of acceptance to August 31, 2024 (which includes a 30-day sell-off period)**.

The successful applicant will:

1. **Design**
  - a. Receive approval from the Maple Ridge 2024 BC Summer Games, through the Director of Marketing and Merchandise Chair, for designs and or use of the approved logo/slogan on apparel and hard goods (if applicable) within the graphic standards of the BC Games Society and the brand guidelines of the Maple Ridge 2024 BC Summer Games.
2. **Produce**
  - a. Produce all apparel and possibly other Games merchandise as agreed between the parties.
3. **Sell and Distribute**
  - a. Sell, package, and distribute all merchandise via an online store (developed and managed by the contractor) prior to and after the 2024 BC Summer Games for the terms of the contract described above.
  - b. Distribute all merchandise in compliance with the BC Games Society's policies.
  - c. Sell, package, and display merchandise at Games-time in-person at kiosk(s) managed and staffed by the contractor (optional to also have online store active during the Games July 18-21, 2024).
  - d. All expenses associated with developing, maintaining, managing, and operating merchandise website and in-person sales (including travel, accommodation, staffing, etc.) are at the cost of the Merchandise Contractor.
4. **Market**
  - a. Provide marketing expertise for sale of merchandise.
5. **Commitment**
  - a. Provide commissions on sales of all merchandise to the Maple Ridge 2024 BC Summer Games.
  - b. Other benefit or commitment, financial and/or otherwise provided to the Maple Ridge 2024 BC Summer Games (optional but considered as part of the overall proposal).

## Submissions

Applicants are requested to include the following with your proposal:

- Company Profile
- Corporate Experience
- Approach and Methodology
- Details of the commitment/benefit offered to the Maple Ridge 2024 BC Summer Games Society (see item 5 above)
- Two references
- Price and Product List
- Why you'd be a great contractor for the 2024 BC Summer Games

The highest offer or any proposal will not necessarily be accepted.

## Scope of Services

- The Merchandise Contractor's scope of services is to design, produce, distribute, and sell all licensed merchandise before and during the Maple Ridge 2024 BC Summer Games.
- Any unsold inventory will be the responsibility of the Merchandise Contractor and will not be charged to the Maple Ridge 2024 BC Summer Games Society.
- Pre-Games sales will be done through online sales with a display in the Games Office. All online sales will be managed by the Merchandise Contractor.
- Games-time sales will be via in-person sales locations will be operated by the Merchandise Contractor. The Maple Ridge 2024 BC Summer Games will provide access to adequate space, table, chairs, and power. All other requirements are the responsibility of the Merchandise Contractor.
- The Merchandise Contractor must produce a marketing plan, sales goals, and a guaranteed commission percentage to the Maple Ridge 2024 BC Summer Games Society (percentage to be indicated in proposal).
- The Maple Ridge 2024 BC Summer Games Society must approve the plan, goals, and contributions and will oversee the controls for the contract through the Marketing Directorate.

## Evaluation

- Proposals will be assessed in accordance with the evaluation criteria.
- The Maple Ridge 2024 BC Summer Games will be under no obligation to receive further information, whether written or oral, on any proposal.
- The Maple Ridge 2024 BC Summer Games is under no obligation to perform any investigations or to otherwise verify any statements or representations made in a proposal.
- Proposals from not-for-profit agencies will be evaluated against the same criteria as those received from any other proponents.
- Evaluation of proposals will be by a committee formed by the Maple Ridge 2024 BC Summer Games and may include volunteers, employees, and contractors of the Maple Ridge 2024 BC Summer Games and other appropriate participants.
- Proposals will be assessed in accordance with the entire requirement of the RFP, including mandatory and weighted criteria.
- The intent is to enter into a contract with the business/organization that submitted a proposal that meets all mandatory criteria, has minimum scores in the weighted criteria and who has the highest overall ranking.

## Mandatory Criteria

Proposals not clearly demonstrating that they meet the following mandatory criteria will be excluded from further consideration during the evaluation process.

<b>Mandatory Criteria</b>
The proposal must be received before the Closing Date at the Submission Location as noted in the Request for Proposal.
The proposal must be in English.
The proposal must be submitted as detailed and specified in this RFP.

## Weighted Criteria

Proposals meeting all the mandatory criteria will be further assessed against the following weighted criteria.

<b>Weighted Criteria</b>	<b>Weight</b>
Relevant Experience and References	15
Commitment/Benefit Offered	30
Approach and Methodology	25
Variety and Pricing of Product	15
Overall Fit	15
<b>TOTAL</b>	<b>100</b>

### For further information please contact:

Fred Armstrong, Director of Marketing  
Maple Ridge 2024 BC Games Society  
[farmstrong@mapleridge.ca](mailto:farmstrong@mapleridge.ca)

### Submission Location: Submissions can be emailed to:

Maple Ridge 2024 BC Summer Games Society  
c/o Fred Armstrong  
Manager of Special Events & Communication Manager, City of Maple Ridge  
11995 Haney Place, Maple Ridge, BC V2X 6A9  
Email: [farmstrong@mapleridge.ca](mailto:farmstrong@mapleridge.ca)

Preference is for proposals to be emailed.

### Closing Date: January 29, 2024, 4:00 pm PST

Late proposals will not be accepted.